

Covid-19 pandemic has changed consumer's purchasing behaviour of cleaning products. Home Care "plays a crucial role in limiting the spread of the virus as well as psychological support to households around the world as they battle this invisible threat," says a report from Euromonitor International. And in response, consumers are reaching for stronger cleaners. How will the cleaning industry approach innovation to meet this expectation? What are the megatrends impacting ingredients choice in cleaning products development?

Last September, Unilever Plc said it would invest 1 billion euros to eliminate fossil fuels from its cleaning products by 2030, cutting the carbon emissions created by the chemicals used in making the products. How will this commitment impact ingredients suppliers? Will the new suppliers be able to scale up ingredient production to meet Unilever's requirements?

CMT's **Cleaning Products Innovation and Markets** virtual event brings together leading industry experts to share their initiatives, innovation and expectations in the value chain.

Email grace@cmtsp.com.sg if you require more information and/or wish to register.



Virtual Networking Interactions



Live Q&A with Speakers

More info on webinar

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB210316&>

Register now at only USD200

<https://www.cmtevents.com/register.aspx?ev=WEB210316&>



CLEANING PRODUCTS INNOVATION & MARKETS

31 MARCH 2021, 15:30 SGT (GMT +8)

SPEAKERS



DR. IAN HOWELL
Homecare Science & Technology Director
- Advanced Materials and Surface Science
Unilever



GALDER CRISTOBAL
Director - Research & Innovation
- Home & Personal Care
Solvay Novacare



DR. KITTY ZHANG LI PING
Chief Scientist
Liby Enterprise Group



UCHENNA NWAKANMA
Head of R&D - Africa
PZ Cussons Nigeria Plc



KUNAL MAHAJAN
Project Manager, Chemicals
Kline & Company



DR. MARTA KINNUNEN-GRUBB
Industry Technology Specialist
- Microbial Cleaning,
Consumer Biosolutions Europe
Novozymes A/S



NOBUHIKO MASUI
Strategic Sourcing, Procurement,
Raw Materials, Global Basic Chemicals,
Oleo & Pulp Products
Kao Corporation

31 MARCH 2021, WEDNESDAY

14:30	Pre-Networking (Participants are strongly encouraged to Log on to get acquainted with CMT MEET Platform as well as to start your virtual networking)	16:00	TECHNOLOGY INNOVATION AND TRENDS IN HOME & HYGIENE PRODUCTS IN CHINA Dr. Kitty Li Ping, Zhang, Chief Scientist Liby Enterprise Group co., Ltd	17:55	FUTURE OF CLEANING WITH PROBIOTICS Dr. Marta Kinnunen-Grubb Industry Technology Specialist - Microbial Cleaning, Consumer Biosolutions Europe Novozymes A/S
15:30	Chairman's Welcome & Introduction	16:25	REINVENTING THE CHEMISTRY OF CLEANING WITH FOSSIL-FUEL FREE INGREDIENTS - UNILEVER'S PERSPECTIVE Dr. Ian Howell Homecare Science & Technology Director - Advanced Materials and Surface Science Unilever	18:15	FORMULATING FOR AFRICA'S CONSUMERS - EXPECTATIONS IN CLEANING & DISINFECTANT PRODUCTS Mr. Uchenna Nwakanma Head of R&D - Africa PZ Cussons Nigeria Plc
15:35	RAW MATERIAL PROCUREMENT CHALLENGES ADAPTING TO NEW DEMAND- KAO'S PERSPECTIVE Nobuhiko Masui, Strategic Sourcing, Procurement, Raw Materials, Global Basic Chemicals, Oleo & Pulp Products Kao Corporation	16:50	Virtual Networking (During this 25 minutes interval, participants may chat or call each other)	18:35	Final Discussion, Closing remarks & End of Event. <i>CMT Meet will continue to remain open for the next 24 hours to allow participants to enjoy extended networking time.</i>
		17:15	MEGATRENDS IMPACTING INGREDIENTS CHOICE IN CLEANING PRODUCTS DEVELOPMENT Mr. Kunal Mahajan, Project Manager, Chemicals and Energy, Kline & Company		
		17:35	DEVELOPMENT OF ANTIMICROBIAL TECHNOLOGY FOR 24H LONG LASTING DISINFECTION Mr. Galder Cristobal, Director - Research & Innovation - Home & Personal Care Solvay Novacare		